

CTG PROGRAM ACTIVITIES/SUCCESS RELATED TO SFPB GOALS

COMMUNITY IMPACT

Cancer, heart disease, stroke, chronic lung disease and diabetes account for five of the top seven leading causes of death in Travis County. In Travis County, about two-thirds of adults and one-fifth of youth are overweight or obese. It is estimated that every Travis County residents pays an extra \$751 each year through taxes and insurance premiums, in order to cover healthcare costs related to preventable chronic disease.

PROGRAMMATIC IMPACT

The ATCHHSD Chronic Disease Prevention and Control Program works with community partners, worksites, schools and health care organizations to implement evidence-based interventions to meet the following objectives:

- Increase the number of local community changes that promote accessibility and identification of healthy foods sold in retail food outlets.
- Increase the number of residents with access to new urban farms, community gardens, farmers markets, and farm-to-site programs in areas of high need.
- Increase the number of institutions of higher learning with a healthy food procurement policy.
- Increase the number of schools in Travis County with new healthy food options that are consistent with the Institute of Medicine's *Nutrition Standards for Foods in Schools*.
- Increase the number of childcare settings that provide new healthy food options.

In the first three years of the Community Transformation Grant, ATCHHSD and its partners made significant progress on improving access to healthy food through the following activities:

- Assisting locally owned restaurants to become certified through the St David's Health Care Healthy Dining Program
- Collaborating with The Food Trust and the local *Go Austin Vamos Austin* initiative on training residents to work with small neighborhood convenience stores to increase healthy food options.
- Partnering with the Sustainable Food Center to increase the number of local schools adopting Farm to School programs and building school gardens, increasing the number of community gardens and residents trained to care for a community-, school-, or home-based food garden, training residents in high-need areas how to prepare foods grown in gardens, and increasing the number of SNAP users who purchased fresh food at the SFC Farmers Markets through the Double Dollar Incentive Program.
- Providing seed funding to HOPE Farmers Market to acquire the hardware, technology, and supplies needed to begin accepting Lone Star Cards at their weekly market.
- Worked with the City of Austin Parks and Recreation Department to fund projects of local organizations to support agricultural and food innovations in Austin, resulting in new community gardens, improvements to existing gardens and urban farms, and two new tools/training resources available to community gardeners and urban farmers.

- Worked with the City of Austin Parks and Recreation Department to develop their Geographic Information Systems database. This data set contains data on water mains as well as City-owned land from all Departments, allowing faster response to citizens and community groups about water and land availability for community gardening and urban agriculture. PARD staff also worked with City Public Works, Austin Water Utility, and Watershed Protection to support and develop standards for City endorsement of community garden projects on City-owned land.
- Working with the *Go Austin Vamos Austin* initiative in Dove Springs and neighborhood advocates in Springdale to assist local residents to improve the availability of healthy food in neighborhood corner stores, develop community gardens, and provide neighborhood newsletters to distribute key health messages regarding exercise, weight loss and The Soda Challenge, which encourages residents and their children to pledge to reduce soda consumption during the school week.
- Worked with the City of Austin Parks and Recreation Department to pass their Healthy Vending Policy in August 2013. The policy has been implemented at 25 different Parks and Recreation facilities that serve the public and/or serve as after-school or summer-care childcare centers. The policy mandates that at least 50% of the products sold in vending machines in PARD facilities must meet the nutritional requirements outlined in the healthy vending policy.
- Provided funding and technical assistance to the Abundant Life Christian Fellowship to implement the *First Place 4 Health* program in five predominantly black churches in Manor. Participating churches commit to developing or enhancing current health policies to support parishioners participating in the program, such as featuring healthy items at church functions and discouraging soda consumption.
- Launched a digital media campaign to promote the *Healthy Places, Healthy People* website and used four different messages promoting healthy eating choices. The campaign ran through the month of September 2013 and generated a total of 8,147,452 impressions.
- Created a SNAP Farmer's Market promotional flier in English and Spanish to promote farmers market locations where can spend their SNAP dollars and the Double Dollar Incentive Program is available. This flier was distributed through SFC, HOPE Farmers Market, the HHSD Neighborhood Centers, the Capital Area Food Bank, and the Mexican Consulate.

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